

# BBC CANADA

## WHY BUY BBC CANADA?

BBC CANADA continues to grow its audience through increased viewing by younger demos\*

A18-34 132% increase	A18-49 82% increase
A25-54 67% increase	W25-54 56% increase

Source: \* STD 2009 compared to Spring 2007

## AUDIENCE PROFILE

- Skews to Adults with superior education, university graduates and with a household income of \$80K+

## FALL 2009 HIGHLIGHTS

- Brand new series such as Survivors, P.A.s, and Find Me The Face
- New season of Top Gear (season 13)
- The Weeknight Comedy block offers an array of hilarious British comedies from stand-up to sitcoms and the Weeknight Drama block features a variety of wickedly-entertaining series and specials

## CLIENT BENEFITS

- Surround your brand with critically acclaimed dramas, cheeky comedies and entertaining lifestyle series
- Specials & Marathons: Canwest can offer customizable content opportunities including scheduling specials and unique marathons
- BBC Canada is a great complement to your Canwest Specialty network buy – add it and extend your reach



SURVIVORS



TOP GEAR



FIND ME THE FACE